



CITY OF MOUNTAIN VIEW

**LIBRARY BOARD**

## **MINUTES**

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REGULAR MEETING – MONDAY, JULY 21, 2014  
LIBRARY COMMUNITY ROOM – 585 FRANKLIN STREET  
7:30 P.M.

**1. CALL TO ORDER**

The meeting was called to order at 7:30 p.m.

**2. ROLL CALL**

**Present**— Trustees David Herington, Cindy Hofen, Barbara Luedtke, Vice Chair Randall Stock, Chair Kathy Swartz, and Secretary Rosanne Macek.

**Also Present**— Teresa Gibson, Executive Assistant; Ryan, Student; and Max Beckman-Harned.

**3. MINUTES APPROVAL**

Minutes of the June 16, 2014 meeting were approved.

**4. ORAL COMMUNICATIONS FROM THE PUBLIC**— None.

**5. UNFINISHED BUSINESS**

**5.1 LIBRARY CARD AND BORROWING POLICY**

The policy was discussed and additional changes were made. The policy will be finalized at the next Library Board meeting.

**5.2 MATERIALS SELECTION POLICY**

The policy was discussed and additional changes were made. The policy will be finalized at the next Library Board meeting.

**6. NEW BUSINESS**

**6.1 FISCAL YEAR END – JUNE 30, 2014 – STATISTICS**

The Library activity statistics were discussed. Physical circulation is down slightly due to decreased use of CDs. Circulation of eBooks is up substantially. Link+ and program attendance were down slightly. Gate count was down but that is due in part to many Library activities taking place outside the building. New Library cards are about even, with 80 percent of Mountain View residents owning a Library card.

**7. LIBRARY BOARD/STAFF COMMENTS, QUESTIONS, AND REPORTS**

None.

**8. COMMUNICATIONS**

**8.1 DONATIONS** – None.

**9. REPORTS**

**9.1 DIRECTOR'S REPORT** – Attached.

**10. AGENDA SETTING/PLANNING**

- Joint meeting with the Friends of the Mountain View Library
- Library Card and Borrowing Policy
- Materials Selection Policy
- Demonstration of Electronic Resources Funded by the Friends

**11. ADJOURNMENT**

The meeting was adjourned at 8:44 p.m.

Respectfully submitted,

Rosanne M. Macek, Secretary  
Library Board

RMM/TG/7/LIB  
023-07-21-14mn-E



## CITY OF MOUNTAIN VIEW

### MEMORANDUM

#### Library Services Department

**DATE:** July 21, 2014  
**TO:** Library Board of Trustees  
**FROM:** Rosanne Macek, Library Services Director  
**SUBJECT:** Library Report

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#### YEAR-END STATISTICS

	FYE June 2013	FYE June 2014	Change
Circulation			
Main + MLS	1,717,280	1,644,179	-4%
eBooks	29,623	40,893	+38%
Total	1,746,903	1,685,072	-3%
Link+ borrowed by MVPL	17,833	17,123	-5%
Link+ sent by MVPL	12,215	16,326	+34%
Questions answered	108,608	98,129	-10%
Visits	855,854	816,799	-5%
Program attendance	52,270	51,333	-2%
New Library Cards			
Resident	5,888	5,812	-1%
Non-Resident	3,020	3,041	+1%
Total Regular Cards	8,903	8,853	-1%
Student Virtual Cards	2,280	1,423	-38%

- eBooks are 2% of overall circulation.
- 80% of Mountain View residents have a library card.
- Virtual cards include incoming freshman only.

## **FY 13/14 SIGNIFICANT ACCOMPLISHMENTS**

- Upgraded both the hardware and software for our integrated library system, which includes catalog, circulation, and acquisitions functions. The hardware upgrade was critical to replace aging servers and the software upgrade resulted in a more efficient database for staff and customers.
- With grant funding, installed our Bike Fix-It station in the front of the Library and held many bike educational programs.
- Implemented a new tablet loan service, with the Nexus 7 tablets that were donated by Google last year. This service has been well-received and over 400 residents have checked out a tablet.
- Partnered with a variety of local community groups, including Yew Chung International School, Western Ballet, Safe Moves, Community School of Music and Art, Foothill College, Mountain View Whisman School District, and local high school students on a variety of innovative children's programs. These programs included bilingual story times, coding for kids, and art and music programs.
- Upgraded the automated materials handling system, which included all new self-check out units, new security gates, and new motors and software in our back room to improve sorting capabilities.
- Implemented a new service to allow customers to place holds on items that are on the shelf. The public has been requesting this service for some time and are very happily placing an average of 120 additional holds per day. This also aligns our service with nearby libraries.
- Developed an alerting service so customers now know a month in advance that their library card will expire and can visit the library to update their contact information. Previously there was no notification and customers were often surprised when they tried to use the library's virtual services like databases and eBooks and their library card had stopped working.
- Made several enhancements to the library collection including reclassifying the CD collection by subject areas instead of Dewey Decimal numbers, establishing a local author shelf, and moving the adult audio books to the second floor to relieve overcrowding on the first floor.
- In response to community input, expanded children's drop-in programming by adding a program for 2-3 year olds, with an average attendance of 80 per session.
- Reached outside the library walls to promote services, including delivering materials to our homebound residents as well as participating in the Senior Center Resource Fair and Thursday Night Live. The bookmobile also participated in the Spring Parade.

- Implemented innovative adult programs to promote learning and creativity, included weekly 3D printer demos, a soldering basics class, Saturday morning drop-in sewing sessions, a seed library, and a weekly ESL conversation club. Overall attendance at adult programs increased by 34%.
- Held several large community events, including our 22<sup>nd</sup> annual Reading Day and 2<sup>nd</sup> annual Star Wars Day. Also participated in the regional Silicon Valley Reads program, featuring a visit with Robin Sloan, author of Mr. Penumbra's 24-Hour Bookstore and children's author Todd Parr.
- Reduced wait times for materials on hold by 40% with additional one-time materials budget.
- A significant piece of history was installed near the entrance of the Library this year. Two large pieces of the Berlin Wall, donated by a local family, are now accessible to the public. This attractive display was created by our Public Works department. We held an official unveiling on November 14, which was attended by about 200 residents and local dignitaries including the German Consulate, and featured a performance by students from our local German school. Library staff organized a program in the Library afterwards where people who personally experienced the fall of the wall shared their stories.
- After years of complaints about the lack of reliable WiFi at the Library, our IT department implemented new WiFi in November 2013 which has been enthusiastically received by the public.
- The public's access to the Internet was significantly improved by several joint IT/Library projects. Robust networked printers replaced older printers that were failing, with improved speed and the option of color printing. Desktop PCs were replaced with VDI, including upgraded operating system, up-to-date browsers, and the latest version of Microsoft Office. Not only did this improve public service but also reduced staff support time.

### **FY 13/14 GRANTS**

- The Friends of the Mountain View Library donated \$93,219 which funded the bestseller collection, database subscriptions, online homework assistance to support our students, materials for the Mobile Library, and a variety of community programs for adults, teens, and children.
- Received an Innovation and Technology Grant from the Pacific Library Partnership of \$3,548.29 to purchase our Bike Fix-It station and provide related bicycle programs throughout the year.
- Received a grant of \$2,000 from the California State Library to purchase popular print fiction books.
- Received a grant of \$5,000 from the California State Library to purchase print children's books to support Common Core.

- Intuit donated \$5,000 to enhance Library programs and also provided volunteers to assist low-income residents with tax return preparation.

### **TIP OF THE MONTH**

We are beginning a new Tip of the Month program. Each month we will be promoting the different services that we offer. This month the Tip of the Month is "Freeze Your Holds." We have a poster up in the lobby, flyers at service desks, and a notice on our website.

### **MOUNTAIN VIEW CITY HISTORIAN RETIRES**

The Library and Mountain View Historical Association hosted an event to honor Barbara McPheeters Kinchen and Betty McPheeters Engberg for their years of service to the city of Mountain View, as volunteers for the Mountain View Historical Association and the Mountain View Public Library. Their wealth of knowledge about our City's history will be very much missed.



### **BIKE FEST**

We had about 100 people attend our recent Bike Fest, with representatives from the Silicon Valley Bike Coalition, Bay Area BikeMobile, Safe Moves, Great Streets Mountain View, Vintage Electric Bikes, the YMCA, and more. The event included a demonstration of a separated bike lane in the Library's parking lot:



## **SUMMER READING**

Registration so far includes 1,122 children who have read 15,803 books, 267 teens who have read 1,983 books, and 159 adults who have participated in 344 activities. 18,376 online book reviews have been posted. Upcoming programs include our regular Tuesday morning and Thursday afternoon children's programs, a Los Altos History Museum talk about their bike exhibit, author Katherine Maxfield who wrote "Starting Up Silicon Valley," a talk by the Silicon Valley Animal Control Authority, and a program about urban chickens. Our children's award ceremony will be August 6. See the Library calendar for details on these programs and more.

## **CUSTOMER FEEDBACK**

We received this nice feedback via Ask Mountain View:

*"I would like to show how much I appreciate this library. First, this is a well-designed and well-managed library: bright, spacious, clean and organized. Second, all the staff have always been patient and helpful to patrons. I have never seen a staff yelling or being impatient to patrons (I have seen that in other libraries). Their helpful, lively and enthusiastic attitude has certainly brightened up this place and made the environment even more pleasant. Third, the fact that the Mountain View library has link plus service makes it very convenient for patrons to request books from other libraries. I have noticed that many libraries along the SF peninsula or even the SF east bay do not have this service. So I am very grateful that this library has this service. Thank you!"*



### **UPCOMING IMPORTANT DATES**

August 8-25: I will be on vacation. No Library Board meeting in August.

August 31, September 1: Library closed for Labor Day.

September 30: Advisory body Recognition Event at 5:30-7:30pm at Michael's at Shoreline.